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Newsroom

Georgia Southern University

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Georgia Southern University Launches Anti-Texting and Driving Campaign

OCTOBER 26, 2011



Georgia Southern University is launching an anti-texting and driving campaign aimed at young drivers on its campus and around the state.

The "txtl8r" (text later) campaign consists of a series of radio and television public service announcements and digital signage images that will be featured on campus, and will also be distributed to media around the state of Georgia. The campaign features Georgia Southern University President Brooks Keel, Ph.D., Eagles Head Football Coach Jeff Monken, University students and athletes and a professor who had to break the news of a texting and driving death to one of his classes.

"It only takes a split second for a text message behind the wheel to turn into a tragedy," said Keel. "While texting and driving is illegal in the state of Georgia, we know that thousands of young drivers engage in this potentially deadly behavior every day. With the 'txt l8r' campaign, we are sending the clear message that no text is too important to wait."

Georgia Southern biology professor Lorne Wolfe, Ph.D. decided to become involved in anti-texting and driving awareness after one of his students had a relative killed in an accident where texting and driving was involved.

"I looked into this classroom filled with young people and told them that one of their classmates wasn't there because they had gone home to bury a loved one killed by texting and driving," remembers Wolfe. "As shocking and sad as that message was, I knew many of those same students would continue to text and drive."

Wolfe partnered with Georgia Southern's Division of Student Affairs and Enrollment Management and the Office of Marketing and Communications to develop the "txt l8r" campaign. Students involved in Greek organizations, ROTC and athletic teams are featured to send the message that members of the Eagle Nation do not text and drive.

"The Georgia Southern Eagles practice safety on the field every day because we want to win," Monken states in one of the public service announcements. "I'm recruiting your support while you're driving so that we all win."

In addition to targeting Georgia Southern's 20,000 students, the public service announcements will be distributed to media around the state. Statistics by the U.S. Department of Transportation show that in 2009 distracted driving — which includes texting — was a factor in nearly 5,500 traffic deaths and a half million injuries. Studies show those most likely to be killed or injured are under the age of 20, while the second most likely group is between the ages of 20 and 29.

"Our students fall into the age groups most likely to be hurt or killed by texting and driving," said Keel. "So that makes this campaign very personal for me and everyone involved. We don't want our students' great potential squandered by a moment of inattention at the wheel. The message is clear. Don't text and drive — text later."


To download the PSAs, please visit: <http://news.georgiasouthern.edu/index.php?link=announcements>.

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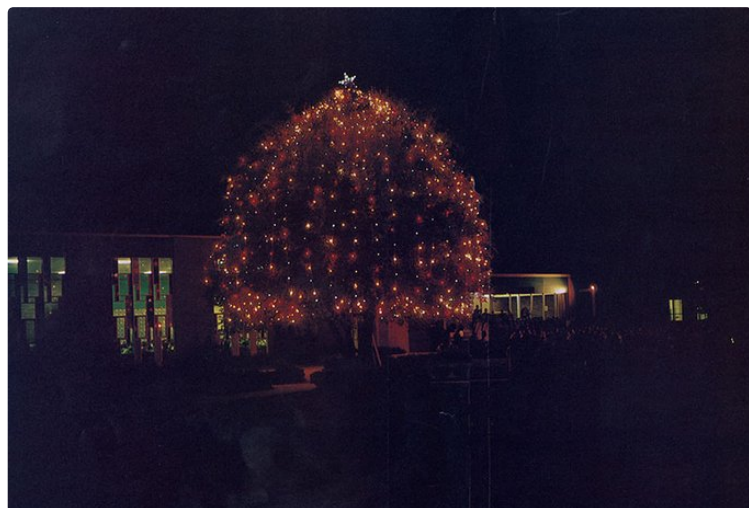
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"O Christmas Tree, O Christmas Tree..." 🎄🎵#TBT to circa 1964, when a tree in front of the Williams Center was decorated for the holidays.



12h

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OCTOBER 26, 2011

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Georgia Southern University middle grades education major DeSherra Gilchrist has been selected as one of 80 business, education, government and community leaders to take part in the Georgia Partnership for Excellence in Education's annual bus trip across the state. The trip is designed to showcase eight high-performing public schools throughout the state of Georgia.

Gilchrist, a junior from Waynesboro, Ga., was selected through a competitive application process and is one of 19 students from 14 different colleges and universities.

The theme of this year's trip is "Georgia's Public Schools: Changing Culture, Building Community, and Reaching Excellence." The 2011 trip will feature eight schools including:

- Lake Oconee Academy, Greensboro, Greene County Schools
- Oak Hill Middle School, Milledgeville, Baldwin County Schools
- Langston Chapel Elementary School, Statesboro, Bulloch County Schools
- Claxton Middle School, Claxton, Evans County Schools
- Taylors Creek Elementary School, Hinesville, Liberty County Schools
- Golden Isles Career Academy, Brunswick, Glynn County Schools
- Sugarmill Elementary School, St. Mary's, Camden County Schools
- Ware County High School, Waycross, Ware County Schools

Schools selected as Bus Trip 19 stops have shown they are adjusting to the new economy which is requiring the preparation of a rapidly changing workforce.

"Our 2011 schools will provide Bus Trip participants an inside look at what can be achieved when you focus on preparing students for the challenges presented by the new global economy and get buy-in on their efforts from their local communities," said Dr. Stephen Dolinger, president of the Partnership.

The Georgia Partnership for Excellence in Education consists of business, education, community and government leaders who share a vision of education excellence.